

Message Text

UNCLASSIFIED

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44

ACTION AF-06

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FM AMCONSUL JOHANNESBURG
TO SECSTATE WASHDC 3851
INFO USDOC WASHDC

UNCLAS JOHANNESBURG 0557

E.O. 11652: N/A

TAGS: BEXP, BTRA, SF

SUBJECT: FOREIGN BUYER PROGRAM O.K. BAZAARS LTD.

1. MEYER COHEN, MERCHANDIS DIRECTOR OF O.K. BAZAARS LTD., WILL BE VISITING THE U.S. IN EARLY MAY FOR APPROXIMATELY TWO WEEKS. HE WISHES TO CONTACT PURCHASING AND BUYING AGENTS HANDLING A WIDE RANGE OF CONSUMER GOODS. OF PARTICULAR INTEREST ARE BUYING AGENTS IN CHICAGO, SAN FRANCISCO AND LOS ANGELES.

2. WE REALIZE THAT THERE MAY BE INSUFFICIENT TIME TO PROVIDE SUGGESTED NAMES TO MR. COHEN PRIOR TO HIS DEPARTURE FOR THE U.S. AND HAVE THEREFORE SUGGESTED HE CONTACT DISTRICT OFFICES IN CHAICAGO, SAN FRANCISCO AND LOS ANGELES AS SOON AS POSSIBLE AFTER HIS ARRIVAL.

3. MORE DETAILS OF COHEN'S ITINERARY WILL BE CABLED AS SOON AS THEY BECOME AVAILABLE.

4. APPRECIATE USDOC'S ASSISTANCE. O.K. BAZAARS IS ONE OF SOUTH AFRICA'S LARGEST CHAINS OF RETAIL STORES.
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Message Attributes

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